

CITY OF MIAMI BEACH
Office of the City Manager
Letter to Commission No. 284-2005



To: Mayor David Dermer and
Members of the City Commission

City Manager's Executive Staff

From: Jorge M. Gonzalez
City Manager

Jorge M. Gonzalez

Subject: November Travel & Tourism Hotel Occupancy

Date: November 21, 2005

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NOVEMBER TRAVEL & TOURISM BOASTS STRONG PERFORMANCE IN FIRST TWO WEEKS – At the mid-November point, the most recent Smith Travel Research reports compiling the first two reporting weeks (October 30th through November 12th) show travel and tourism resilience and growth.

Hotel Occupancy (October 30 – November 12, 2005)

NATIONAL & STATE COMPARISON:	%	% Change vs. 2004
United States	65.0%	+ 6.3%
Florida	71.4%	+ 0.6%
<u>Miami & Beaches</u>	<u>84.8%</u>	<u>+14.1%</u>

The "Average Daily Room Rate" that our hotels are able to command based on the popularity of the destination and the outstanding hotel and service product we feature continues to be among the highest in the nation not only in terms of rate but also in terms of growth.

Average Daily Hotel Room Rate (October 30 - November 12, 2005)

NATIONAL & STATE COMPARISON:	\$	% Change vs. 2004
United States	\$ 93.52	+ 6.5%
Florida	\$101.18	+12.0%

Miami & Beaches**\$132.90****+18.2%**

As it relates to "communities" defined by Smith Travel:

Hotel Occupancy

COMMUNITIES:	%	% Change vs. 2004
Miami Beach/Bal Harbour	82.3%	+14.2%
Downtown	83.6%	+17.8%
Coconut Grove/Coral Gables/South Miami-Dade	89.3%	+13.5%
Airport Area	88.2%	+11.2%

Average Daily Hotel Room Rate

COMMUNITIES:	\$	% Change vs. 2004
Miami Beach/Bal Harbour	\$163.86	+18.8%
Downtown	\$124.20	+12.8%
Coconut Grove/Coral Gables/South Miami-Dade	\$112.17	+14.8%
Airport Area	\$ 96.12	+ 24.5%

JMG/MA/lg MA

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